

IN THE CLAIMS:

Please amend the claims, as follows:

Claims 1-30 (canceled).

Claim 30 (new): An apparatus for marking a meat product, comprising:
a laser applying device with selectable beam intensity configured to produce a desired marking on said meat product, said marking being permanently applied in high or low relief to said meat product and recognizable by a consumer both visually and by touch;

a monitoring sensor configured to sense a characteristic of said meat product, said characteristic at least being selected as one of meat type, texture and weight; and

a programmable logic controller coupled to said laser applying device and said monitoring sensor, said controller being adapted to select the appropriate beam intensity and control the relative movement of said laser applying device with respect to a surface of said meat product having said marking being applied thereto, based on said sensed characteristic of said meat product and based on instructions provided to said controller for creating said marking, said marking having at least one of logotype, product origin and expiration date to ensure truthfulness of information given to said consumer about said meat product.

Claim 31 (new): An apparatus according to claim 30, wherein the meat product is obtained from sausages, bovine, swine, poultry, fish or buffaloes.

Claim 32 (new): An apparatus according to claim 30, wherein said meat product is raw, frozen, baked, fried, cured, dried, smoked or seasoned.

Claim 33 (new): An apparatus according to claim 30, wherein said meat product is cubed, sliced or milled.

Claim 34 (new): An apparatus according to claim 30, wherein said marking includes a trademark.